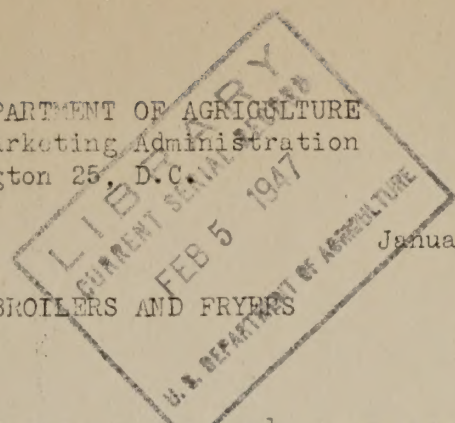


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UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Washington 25, D.C.



January 1947

FACT SHEET ON BROILERS AND FRYERS

The Problem

Near record numbers of broilers and fryers -- 2- to 3½-pound chickens -- will be moving out of major producing areas into consumer channels during the next few weeks. Shipments out of the Delmarva area, for example, are expected to reach a volume of from 2 to 2½ million birds weekly, for the next 5 or 6 weeks as compared with 1¼ to 1½ million, the weekly production during the early part of January. From other large areas of production -- such as those in Georgia and in the Shenandoah Valley of Virginia -- a heavier output is also anticipated.

Reports indicate a market supply of 20 million or more pounds of commercially produced broilers and fryers a week from early February to mid-March -- reaching a peak of about 23 million pounds a week around the middle of February, as against a current volume of about 15 million pounds. As of the middle of January, producers were receiving prices reported to be well below the cost of production.

The problem of temporary oversupply is complicated by the fact that this abundance of broilers and fryers is reaching a market well stocked with competitive foods. Dressed broilers and fryers are being offered now on many retail markets considerably below the prices of roasting and even stewing chickens. Indications are that this situation will become even more widespread.

The Solution

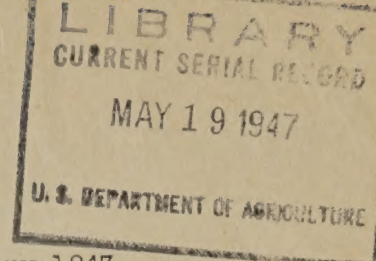
Increased consumption of broilers and fryers in the heavily populated areas in the States east of the Mississippi will help to solve the problem. An extra meal or two of such family favorites as broiled or fried chicken will help materially in stabilizing the poultry market.

The homemaker will find an ample supply of whole, dressed broiling and frying chickens in the market of her choice, and she may find cut-up parts from which she can make her selection. Some markets also offer individual broilers and fryers cut-up, pan-ready, and frozen, in a package. Whatever market style a homemaker prefers, the production line these next few weeks will keep up with the demand. Not only will the supply be sufficient, but the price also will be favorable for the homemaker to provide every style of preparation the family likes -- broiled, barbecued, Maryland fried, or country-fried chicken. Variety in ways of serving these all-time favorites will make them a welcome addition to the family menu.

Recipes for preparing broilers and fryers are included in "Poultry Cooking" (Farmers' Bulletin 1888). Copies may be obtained from the Office of Information, U.S. Department of Agriculture, Washington 25, D. C.

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UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Second Floor - Standard Office Building
Decatur 12, Illinois



February 1947

FACT SHEET ON BROILERS AND FRYERS

The Problem

Near record numbers of broilers and fryers -- 2- to 3 $\frac{1}{2}$ -pound chickens -- will be moving out of major producing areas into consumer channels during the next few weeks. Shipments out of the Delmarva area, for example, are expected to reach a volume of from 2 to 2 $\frac{1}{2}$ million birds weekly, for the next 5 or 6 weeks as compared with 1 $\frac{1}{2}$ to 1 $\frac{3}{4}$ million, the weekly production during the early part of January. From other large areas of production -- such as those in Georgia and in the Shenandoah Valley of Virginia -- a heavier output is also anticipated.

Reports indicate a market supply of 20 million or more pounds of commercially produced broilers and fryers a week from early February to mid-March -- reaching a peak of about 23 million pounds a week around the middle of February, as against a current volume of about 15 million pounds. As of the middle of January, producers were receiving prices reported to be well below the cost of production.

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The Solution

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UNITED STATES DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Second Floor - Standard Office Building
Decatur 12, Illinois

February 5, 1947

To: Food Distribution Advisory Committees, Nutrition Committees,
Lunch Room Operators, Wholesale & Retail Food Associations

From: Lee M. Gentry, State Director, FMA

Subject: Broilers and Fryers

The heavy seasonal production of commercially raised broilers and fryers, particularly in the Eastern and South Atlantic States, has made available an abundant supply of this food in the States east of the Mississippi River. This splendid food should provide an excellent feature in this area. Therefore, we should appreciate your cooperation by urging your members to promote this item from now through February, gearing your merchandising effort to reach peak about mid-February. This will coincide with peak supplies.

While we realize that you will not be able to do your best because of such short notice, we should appreciate whatever you can do in the time allowed.

The Fact Sheet on broilers and fryers contains pertinent information which you are at liberty to use. Your continued cooperation on these abundant food programs is greatly appreciated.

Lee M. Gentry